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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

09/452,328

Applicant(s)

PORTER, SWAIN W.

Examiner

DOHM CHANKONG

Art Unit

2452

Period for Reply -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 March 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-6, 10-36 and 38-52 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-6, 10-36, and 38-52 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SE-02)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date _____

DETAILED ACTION

This non-final action is in response to Applicant's amendment filed on 3/29/2010.

Applicant amends claims 1, 15, 18, 21, 22, 25, 27, 30, 32, 35, 39, 40, 44, 46, 47, 49, and 50-52 and previously cancelled claims 7-9 and 37. Accordingly, claims 1-6, 10-36, and 38-52 are presented for further examination.

I. RESPONSE TO ARGUMENTS

A. Reason for making action non-final

This action is made non-final because the previous rejection failed to address claims 51 and 52. Claims 51 and 52 are addressed in the following rejection.

B. New grounds of rejection

Applicant's arguments with respect to claims 1-6, 10-36, and 38-52 have been considered but are moot in view of the new ground(s) of rejection which was necessitated by Applicant's amendment to the claims.

II. CLAIM REJECTIONS - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

- A. Claims 1-6, 10, 11, 18, 21, 22, 25-27, 30-32, 35, 36, 39-41, and 44-52 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Niemi* (U.S. Patent Number 6,415,294) in view of *Marchisio* (U.S. Patent Number 6,510,406), in further view of *Stibel*, U.S. Patent No. 7,089,236.**

Motivation to combine *Niemi* and *Marchisio*

Concerning claims 1, 18, 21, 25, 30, 35, 39, 47, and 49, *Niemi* did not explicitly state that the identified information pages are selected based at least in part on second keywords determined to be related to first keywords present in the first information page. Although *Niemi* does teach identifying other information pages based on keywords, he is not explicit in teaching second keywords different from but related to these keywords present in the first information page nor does *Niemi* disclose the first and second keywords in a list established prior to the retrieving and displaying of the first information page.

However, using additional keywords related to the first keywords to identify other information pages was well known in the art as evidenced by *Marchisio* whose system utilizes groups of conceptually related keywords when performing a web search. *Marchisio* also discloses the first and second keywords present in a list established prior to the retrieving and displaying of the first information page where the list relates the second keywords to the first keywords [see response to arguments, *supra* | Figure 7: search term is “wind” and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»].

It would have been obvious to one of ordinary skill in the art at the time of the applicant’s invention to modify the system of *Niemi* by adding the ability to select the identified information pages based at least in part on second keywords determined to be related to first keywords present in the first information page as provided by *Marchisio*. Here the combination satisfies

the need for an electronic file retrieval system that makes it easier for the user to locate information which is relevant to a current task. See *Niemi*, column 1, lines 12-21. This rationale also applies to those dependent claims utilizing the same combination. Such a modification is an example of using of known technique (*Marchisio*'s knowledge base and association functionality in an information retrieval system) to improve similar devices (methods, or products) (*Niemi*'s information retrieval system) in the same way (*Marchisio* discloses his base provides enhanced searching capability). See *MPEP* §2143.

Motivation to combine *Niemi*, *Marchisio*, and *Stibel*

Also concerning claims 1, 18, 21, 25, 30, 35, and 39, while *Niemi* does disclose first keywords present in a list of keywords and *Marchisio* discloses a list established prior to retrieving and displaying the first information page and relating first and second keywords, they do not disclose that the list includes one or more user-populated first keywords and one or more user-populated second keywords. However, such a feature was well known in the art at the time of Applicant's invention as evidenced by *Stibel*.

Like *Niemi* and *Marchisio*, *Stibel* is directed to a system for retrieving web pages through the use of a related keywords. One aspect of *Stibel*'s invention is the use of a first and second list of related keywords that enable the retrieving of related web pages [column 2 «lines 49-59»: associating a user's key phrase with a meaning | column 6 «lines 6-10»: a user profile that contains a list of meanings that are associated with the user query or key phrases].

Stibel's key phrases correspond to the claimed first keywords and the related meanings correspond to the claimed second keywords. *Stibel* further discloses that the user populates his profile with the key phrases and their related meanings [column 11 «lines 16-33»: in particular,

the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"]. Because the user controls the words that are entered into his profile, *Smith's* profile containing both first and second keywords is "user-populated."

It would have been obvious to one of ordinary skill in the art to have modified *Niemi's* system by allowing a user to define the mapping between keywords and secondary keywords as taught by *Stibel*. Such a modification is an example of using of known technique (*Stibel's* profile containing user defined relationships between key phrases and meanings) to improve similar devices (methods, or products) (*Niemi's* information retrieval system) in the same way (*Stibel* improves *Niemi's* system by giving the user control over which words are added to the list). See *MPEP* §2143.

Thereby, the combination of *Niemi*, *Marchisio*, and *Stibel* discloses:

Claims 1, 44, 47, and 49

A method comprising:

retrieving, by a client system, and displaying on a display of the client system for browsing, a first information page having first contents, responsive to user direction (*Niemi*, column 4, lines 2-16); and

automatically assembling and augmenting, by the client system, the first information page being browsed with one or more information source identifiers directly identifying one or more additional information pages with second contents that may be additionally retrieved (*Niemi*, column 5, lines 8-17 and column 6, lines 33-40), the one or more directly identified additional information pages being selected based at least in part on second keywords different

from but determined to be related to first keywords present in the first information page, the first and second keywords present in a list established prior to the retrieving and displaying of the first information page, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»]; in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], the list relating the second keywords to the first keywords (*Marchisio*, Figure 7: search term is "wind" and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»), and the second contents directly augmenting the first content (*Niemi*, column 6, lines 41-60 and column 7, lines 14-20).

Claims 2, 45, 48, and 50

The method of claim 1, wherein the method further comprises performing on said client system in real time, on retrieval of the first information page, analysis of the first information page to determine presence of said first keywords in the portion of the content of said first information page on which said automatic assembling and augmenting is based (*Niemi*, column 5, lines 8-17).

Claims 45, 48, and 50 are rejected for at least the same reasons set forth for claim 2.

Claims 3, 46, and 51

The method of claim 2, wherein said analysis comprises performing on said client system in real time, on retrieval of the first information page, scanning of said first information page for unique nouns presence, accessing the keyword list to determine if any of the unique nouns are to

be considered as keywords, and outputting those unique nouns that should be so considered as the presence of first keywords (*Niemi*, column 4, line 21 through column 5, line 17).

Claim 46 is rejected for at least the same reasons set forth for claim 3. Claim 51 is rejected for at least the same reasons set forth for claims 1 and 3.

Claim 4

The method of claim 3, wherein the method further comprises designating to a browser of the client system a first of a plurality of tables of keywords as the keyword list [*Niemi*, column 4, lines 49-53].

Claim 5

The method of claim 4, wherein the method further comprises loading/downloading said plurality of tables of keywords onto the client system (*Niemi*, column 4, lines 21-53).

Claim 6

The method of claim 3, wherein said analyzing further comprises performing on said client system in real time, on retrieval of the first information page, retrieval of the second keywords related to the presence of first keywords from one or more tables of related keywords, using said presence of first keywords (*Marchisio*, column 16, lines 44-52).

Claim 10

The method of claim 3, wherein the information about the first information page is a selected one of (a) a locator of the first information page identifying a third party location from where the first information page is being retrieved, (b) a plurality of unique nouns of the first information page, (c) a plurality of first keywords present in the first information page, and (d) a plurality of second keywords related to the first keywords (*Niemi*, column 5, lines 8-17).

Claim 11

The method of claim 1, wherein said first information page is an information page constituted using a mark-up language (*Niemi*, column 3, lines 52-64).

Claim 18

In a server system, a method comprising:

receiving from a client system in real time via a computer networking connection, on retrieval from a third party location by the client system a first information page to be browsed on the client system (*Niemi*, column 4, lines 2-16 and column 7, lines 51-61), first keywords different from but related to presence of second keywords in the first information page and present in a list established prior to the retrieving and displaying of the first information page, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»: in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], the list relating the second keywords to the first keywords (*Marchisio*, Figure 7: search term is "wind" and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»), where at least the second keywords present in the first information page are dynamically determined by the client system in real time on retrieval of the first information page (*Niemi*, column 5, lines 8-17); and in response, providing to said client system a plurality of information source identifiers identifying a plurality of additional information pages that may be additionally retrieved (*Niemi*,

column 6, lines 33-40), based at least in part on said received related first keywords to enable the first information page to be automatically augmented on the client system with information source identifiers identifying information pages based on the related first keywords (*Niemi*, column 6, lines 41-60 and column 7, lines 14-20).

Claim 21

In a server system, a method comprising:

receiving from a client system in real time, wherein the client system is stored as a module on a computer system separate from a computer system on which the server system is stored, on retrieval from a third party location by the client system a first information page having first content to be browsed on the client system (*Niemi*, column 4, lines 2-16 and column 7, lines 51-61), presence of first keywords in the first information page, the first keywords also present in a list of keywords established prior to the retrieving and displaying of the first information page [*Marchisio*, Figure 7: search term is “wind” and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»], and where presence of the first keywords of the first information page are dynamically determined in real time by the client system on retrieval of the first information page (*Niemi*, column 5, lines 8-17); and

in response, providing to said client system a plurality of information source identifiers directly identifying a plurality of additional information pages with second contents that may be additionally retrieved, based at least in part on second keywords different from but related to the first keywords, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»]; in particular, the user selects

a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"],, the list of keywords relating the first keywords to the second keywords (*Niemi*, column 6, lines 33-40 and *Marchisio*, Figure 7 | column 16, lines 38-58), the second contents directly augmenting the first contents (*Niemi*, column 6, lines 41-60 and column 7, lines 14-20).

Claim 22

The method of claim 21, wherein the method further comprises dynamically determining one or more second keywords related to one or more first keywords; and said providing of information source identifiers to said client system is made based at least in part on said dynamically determined related second keywords (*Marchisio*, column 16, lines 44-52).

Claim 25

In a server system, a method comprising:

receiving via a network connection from a client system in real time, on retrieval from a third party location by a client system a first information page with first contents to be browsed on the client system (*Niemi*, column 4, lines 2-16 and column 7, lines 51-61), unique nouns of the first information page, where the unique nouns are dynamically determined in real time by the client system on retrieval of the first information page (*Niemi*, column 5, lines 8-17); and

in response, providing to said client system a plurality of information source identifiers directly identifying a plurality of additional information pages with second contents that may be additionally retrieved (*Niemi*, column 6, lines 33-40), based at least in part on second keywords different from but related to first keywords present in the first information page and present in a list established prior to the retrieval of the first information page, the list including one or more

user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»: in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], and the second contents directly augmenting the first contents (*Niemi*, column 6, lines 41-60 and column 7, lines 14-20).

Claim 26

The method of claim 25, wherein the method further comprises dynamically determining the first keywords present in said first information page using said received unique nouns (*Niemi*, column 5, lines 8-17).

Claim 27

The method of claim 26, wherein the method further comprises dynamically determining one or more related second keywords one or more of first keywords (*Marchisio*, column 16, lines 44-52).

Claim 30

In a server system, a method comprising:

receiving via a network connection in real time from a client system, on retrieval from a third party location by the client system a first information page to be browsed on the client system, a locator of the first information page identifying the third party location (*Niemi*, column 4, lines 2-16 and column 7, lines 51-61); and

providing to said client system a plurality of information source identifiers identifying a plurality of additional information pages that may be additionally retrieved (*Niemi*, column 6, lines 33-40), based at least in part on second keywords different from but related to first

keywords present in the first information page and present in a list of keywords present in a list established prior to the retrieving and displaying of the first information page, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»: in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], and the list relating the second keywords to the first keywords (*Niemi*, column 5, lines 8-17 | *Marchisio*, Figure 7: search term is "wind" and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»).

Claim 31

The method of claim 30, wherein the method further comprises retrieving said first information page and dynamically analyzing the retrieved first information page in real time to determine presence of first keywords in said information page (*Niemi*, column 5, lines 8-17).

Claim 32

The method of claim 31, wherein the method further comprises dynamically determining related second keywords from one or more first keywords (*Marchisio*, column 16, lines 44-52).

Claim 35

A client system comprising:

a display (*Niemi*, figure 1, item 6);

a networking device (*Niemi*, figure 1, item 2);

a program configured to facilitate augmented viewing of a first retrieved information page having first contents (*Niemi*, figure 1, item 5 and column 4, lines 2-16), including an

analyzer configured to analyze the first contents to determine a plurality of unique nouns present, determine which of the plurality of unique nouns are first keywords present in a list of keywords established prior to the retrieval of the first information page (see response to arguments, *supra* | *Marchisio*, Figure 7: search term is “wind” and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»), transmit second keywords different from but related to the first keywords to a server via the networking device (*Niemi*, column 4, line 21 through column 5, line 17 and column 7, lines 51-61 and *Marchisio*, column 16, lines 38-58), receive a plurality of information source identifiers directly identifying a plurality of additional information pages with second contents that may be additionally retrieved, the second contents directly augmenting said first contents, and to dynamically and automatically assemble the plurality of information source identifiers into the first information page (*Niemi*, column 5, lines 8-17; column 6, lines 33-60; and column 7, lines 14-20); and

an information source database having one or more user-populated first keywords and one or more user-populated second keywords related to the first keywords [*Stibel*, Fig. 1 «item 18»: user profile database | column 11 «lines 16-33»: in particular, the user selects a “new meaning to be associated with the user query” and is “transmitted to the query engine 14 and stored within the profile database for subsequent use”].

Claim 36

The client system of claim 35, wherein the analyzer further comprises a lexical analyzer to facilitate determination in real time the unique nouns (*Niemi*, column 5, lines 8-17).

Claims 39 and 52

A server system comprising:

a network interface configured to couple the server system to a network (*Niemi*, figure 1, item 2);

an information source database configured to store a first plurality of keywords, a second plurality of keywords different from but related to the first plurality of keywords, and a plurality of associated information source identifiers of the first keywords, directly identifying a plurality of information pages with first contents that may be retrieved (*Niemi*, column 4, lines 21-60 and *Marchisio*, Figure 7 | column 16, lines 38-59); and

a plurality of programming instructions coupled to the network interface and the information source database, and configured to facilitate automatic augmented provision of dynamically assembled additional information source identifiers by a browser of a client system communicatively coupled via the network, the client system provisioning a list of keywords established prior to the retrieval of the first contents, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»: in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], the list relating the first plurality of keywords to the second plurality of keywords (*Marchisio*, Figure 7: search term is "wind" and *Marchisio* discloses generating a list of wind, storm, hurricane, snow, mph, rain, and weather | column 11 «lines 1-5»), the keywords of the keywords list comprising at least some of the first plurality of keywords, the dynamically assembled information source identifiers comprising a subset of the plurality of associated information source identifiers, and dynamically assembled by the programming instructions accessing the information source database, based at least in part on a portion of a first

information page with second content retrieved from a third party location for browsing on said client system, the first contents directly augmenting the second contents (*Niemi*, column 5, lines 8-17; column 6, lines 33-60; column 7, lines 14-20; and column 7, lines 51-61).

Claim 40

The server system of claim 39, wherein the server system further comprises a keyword database, having said second plurality of keywords and said first plurality of keywords, the first and second keywords being related, configured to facilitate determination of related second keywords from one or more first keywords in the first retrieved information page (*Marchisio*, column 16, lines 38-58).

Claim 41

The server system of claim 39, wherein the plurality of programming instructions are further configured to implement a lexical analyzer configured to facilitate determination of unique nouns in said first retrieved information page being browsed, for use in determining presence of said first keywords in said first retrieved information page being browsed (*Niemi*, column 5, lines 8-17).

B. Claims 12-17, 19, 20, 23, 24, 28, 29, 33, 34, 38, and 42 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Niemi* in view of *Marchisio* and *Stibel* as applied above, further in view of *Finseth et al.* (U.S. Patent Number 6,271,840), hereinafter referred to as *Finseth*.

Concerning claim 15 and like dependent claims, the combination of *Niemi*, *Marchisio*, and *Stibel* did not explicitly state presenting a thumbnail of a second information page corresponding to a first of the identified information pages. However, *Finseth* does state this feature as his system creates rendered images of additional information pages that correspond to a first page.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the combination of *Niemi*, *Marchisio*, and *Stibel* by adding the ability to present a thumbnail of a second information page corresponding to a first of the identified information pages as provided by *Finseth*. Here the combination satisfies the need for an electronic file retrieval system that makes it easier for the user to locate information which is relevant to a current task. See *Niemi*, column 1, lines 12-21. This rationale also applies to those dependent claims utilizing the same combination.

Thereby, the combination of *Niemi*, *Marchisio*, *Stibel*, and *Finseth* discloses:

Claim 12

The method of claim 1, wherein the method further comprises displaying on said display a selected one of (a second information page corresponding to a first of the additional information pages, and a thumbnail of the second information page) (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 13

The method of claim 12, wherein said displaying of a thumbnail comprises performing on said client system in real time, on retrieval of the first information page, a selected one of (a) retrieving said thumbnail and (b) retrieving said second information page and dithering said retrieved second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 14

The method of claim 12, wherein said displaying of a thumbnail is made responsive to proximate placement of a cursor next to a first information source identifier corresponding to said second information page (*Finseth*, column 8, lines 46-55).

Claim 15

A method comprising:

retrieving and displaying on a display of a client system for browsing, a first information page having content, responsive to user direction (*Niemi*, column 4, lines 2-16);

performing on said client system in real time, on retrieval of the first information page, analysis of the first information page to determine presence of first keywords in at least a portion of the content of said first information page (*Niemi*, column 5, lines 8-17), and retrieval of second keywords different from the first keywords and related to the first keywords (*Marchisio*, Figure 7 | column 16, lines 38-58);

transmitting by the client system over a network connection the second keywords to a server which is not a source server of the first information page (*Niemi*, column 5, lines 2-7 and column 7, lines 51-61);

automatically assembling and augmenting by the client system the first information page being browsed with one or more information source identifiers identifying one or more additional information pages that may be additionally retrieved, based at least in part on the automatically determined presence of first keywords in said portion of the content of said first information page, and said second keywords (*Niemi*, column 6, lines 33-40), said first keywords and second keywords present in a list established prior to the retrieving and displaying of the first

information page, the list including one or more user-populated first keywords and one or more user-populated second keywords [*Stibel*, column 11 «lines 16-33»]; in particular, the user selects a "new meaning to be associated with the user query" and is "transmitted to the query engine 14 and stored within the profile database for subsequent use"], said one or more information source identifiers received from the server in response to the transmission (*Niemi*, column 5, lines 8-17 and column 6, lines 33-40); and

presenting on the display of the client system, responsive to a user event, a thumbnail of a second information page corresponding to a first of the identified information pages (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 16

The method of claim 15, wherein said presenting of the thumbnail comprises performing on the client system in real time, a selected one of (a) retrieving said thumbnail and (b) retrieving said second information page, and dithering said retrieved second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 17

The method of claim 15, wherein said presenting of the thumbnail is made responsive to proximate placement of a cursor next to a first information source identifier corresponding to the second information page (*Finseth*, column 8, lines 46-55).

Claim 19

The method of claim 18, wherein the method further comprises providing to said client system a thumbnail of a second information page corresponding to a first of said information source identifiers (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 20

The method of claim 19, wherein the method further comprises retrieving said second information page and dithering said second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 23

The method of claim 21, wherein the method further comprises providing to said client system a thumbnail of a second information page corresponding to a first of said information source identifiers (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 24

The method of claim 23, wherein the method further comprises retrieving said second information page and dithering said second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 28

The method of claim 25, wherein the method further comprises providing to said client system a thumbnail of a second information page corresponding to a first of said information source identifiers (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 29

The method of claim 28, wherein the method further comprises retrieving said second information page and dithering said second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 33

The method of claim 30, wherein the method further comprises providing to said client system a thumbnail of a second information page corresponding to a first of said information source identifiers (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 34

The method of claim 33, wherein the method further comprises retrieving said second information page and dithering said second information page to form said thumbnail (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 38

The client system of claim 35, wherein the client system further comprises a dithering module to dither a second information page retrieved to augment the first retrieved information page, to generate a thumbnail of the second retrieved information page (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

Claim 42

The server system of claim 39, wherein the plurality of programming instructions are further configured to implement a dithering module configured to dither a second retrieved information page retrieved to augment the first retrieved information page to generate a thumbnail of the second retrieved information page (*Finseth*, figure 7, item 142 and column 5, lines 32-52).

C. Claim 43 is rejected under 35 U.S.C §103(a) as being unpatentable over *Niemi, Marchisio, and Stibel* in further view of *Hoyle*, U.S Patent No. 6,141,010.

Niemi as modified by *Marchisio* and *Stibel* does not expressly disclose transmitting a server information about the first information page, wherein the server is not a source server of the first information page and receiving said one or more information source identifiers from the server in response to the transmission. However, such a feature was well known in the art at the time of Applicant's invention.

Hoyle discloses the well known functionality of a client transmitting information about a first information page to a server, wherein the server is not a source server of the first information page, and receiving said one or more information source identifiers from the server in response to the transmission and receiving said information source identifiers from the server [column 1 «lines 55-65» : accessing an advertising server by sending information about the first information page and receiving advertising source identifiers from the ad server]. It would have been obvious to one of ordinary skill in the art to have incorporated the advertising server functionality into *Niemi*'s system to add the functionality of providing targeted advertising relevant to a user's search [column 16 «lines 24-35»].

III. CONCLUSION

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See attached PTO-892.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DOHM CHANKONG whose telephone number is (571)272-3942. The examiner can normally be reached on Monday to Friday [10 am - 6 pm].

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thu Nguyen can be reached on (571)272-6967. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/DOHM CHANKONG/
Primary Examiner, Art Unit 2452